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ABSTRACT

This institutional "self study document" was designed to be presented to the Arkansas Department of Higher Education (ADHE) to aid in the evaluation of the mass communication program at Southern Arkansas University, a noncompetitive institution where any high school graduate may enroll. In narrative form, the document answers substantive questions dealing with enhancing instructional effectiveness, planning for the future, and promoting student improvement. Some of the topics the document discusses include mass communication program objectives; student post-baccalaureate activities; provisions for social, cultural, and economic needs of the student and the state; strengths and weaknesses of the mass communication division; faculty and facilities; criteria for granting tenure; and instructional data and program cost figures. The document focuses specifically on: (1) what faculty and administration can do to encourage and retain quality students; (2) what teaching and research challenges communication faculty at small institutions face when working with limited budgets; (3) whether lack of funds stifle creativity in a technology-based curriculum; and (4) how best to address both institutional and instructional design concepts in a positive, long-term fashion. (NKA)

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Kentucky Communication Association
Annual Meeting
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"Teaching and Research Challenges Facing Communication Faculty at Institutions with Noncompetitive Enrollment Policies."

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CS 509 492

BEST COPY AVAILABLE

At Southern Arkansas University, new strategies are being enacted to attract students on regional, national and international bases. Since SAU is a noncompetitive institution, any qualified high school graduate may enroll. This has led to large numbers of individuals taking remedial college courses, which appears on its face to be an oxymoronic concept. Like many other small regional institutions, SAU has no choice but to offer such courses. In fact, faculty were recently informed that a prospective student had been accepted for admission with an ACT score of four. We were also told that this student has since departed the university. This is hardly a great surprise.

My long-term goal as an academician is to serve as an institutional department chair, dean or academic vice president. In these roles, administrators must be aware of state and national guidelines concerning programs which are under their domain. A great deal of planning is involved in ensuring state approval of such university programs.

It is with this strategy in mind that I conceived the idea of preparing an institutional self-study document for presentation to the Arkansas Department of Higher Education. The Mass Communication division at SAU is due to be evaluated before the end of the decade. Planning years ahead of this state-mandated evaluation will allow the Department of Theatre and Communication to enhance instruction and promote student improvement.

The self-study has been prepared according to state guidelines. Following this introduction is an ADHE questionnaire regarding Mass Communication at state institutions offering undergraduate and graduate programs. Substantive answers and documentation to these questions have been provided in narrative form. Appendices A through F further detail specific items asked for by ADHE.

What can faculty and administration do to encourage and retain quality students under such circumstances? Specifically, what teaching and research challenges do communication faculty face when working with limited budgets at small institutions? Does this lack of funds stifle creativity in a technology-based curriculum? How can both institutional and instructional design concepts be addressed in a positive, long-term fashion? These and other important questions are the focus of this paper.

By preparing this document, I feel more confident in my future abilities as a potential Mass Communication administrator. Being aware of curricular and financial matters helps me to better appreciate the complexities of higher education accreditation.

SOUTHERN ARKANSAS UNIVERSITY

Southern Arkansas University is a two-campus system comprised of a regional state university (SAU-Magnolia) and a technical college with both state and regional responsibilities (SAU Tech-Camden). Recognizing the diversity of student backgrounds and experiences, each campus accepts its coordinated and unique educational role.

The University believes its mission is to educate students for productive and fulfilling lives by providing opportunities for intellectual growth, individual enrichment, skill development, and meaningful career preparation. In order to accomplish its mission the University will support creative and effective teaching, provide continuing education and community services, and support selected research. Further, the University believes in the worth of the individual, and each individual's responsibility for effective citizenship in an ever-changing, free, and democratic society.

DEPARTMENT OF THEATRE AND COMMUNICATION

The SAU-M Department of Theatre and Communication offers programs designed to acquaint students with the nature of communication and to prepare them for professional work in a variety of fields. SAU offers a bachelor's degree in mass communication, a bachelor's degree in theatre, and a bachelor of science degree in education with a speech major. Courses are designed to prepare the major for work in mass communication and theatre. In addition, minors in theatre, broadcasting, journalism, and public relations are available for students majoring in related fields.

The Mass Communication curriculum has a core of introductory courses common to all mass media fields and offers academic emphases in Broadcasting, Journalism, and Public Relations. Practical experience opportunities on the campus radio station, the weekly newspaper, and the yearbook further enhances the mass communication curriculum.

The Theatre curriculum offers classroom training and production experience for the serious student of theatre, teachers in speech and theatre, and the humanist seeking elective hours of work and study. SAU Theatre offers several annual productions, including one major musical.

Non-majors taking courses in the Department should gain the ability to participate effectively in various forms of communication with emphasis on broadcasting, journalism, and public relations. A heightened appreciation of theatre and other communication skills result.

1. MASS COMMUNICATION PROGRAM OBJECTIVES

1a. Broadcasting Emphasis

1. To acquaint students with the nature of and the various forms of electronic media communication.

2. To prepare students to enter the hi-tech age of mass communication.

3. To prepare students to enter a global age in communication.

4. To prepare students interested in graduate study for entry into graduate programs in their area of expertise.

5. To prepare students for entry-level work in television and radio, and to give them the basics necessary for advanced levels of employment in the industry.

6. To give students an understanding of media ethics and knowledge of basic communication law.

1b. Journalism Emphasis

1. To provide the necessary skills and basic knowledge needed at entry level in newspaper or magazine vocation.

2. To help prepare students in the communication field with the basic knowledge required for entry to a graduate degree program.

3. To provide the core of a professional program which prepares students for opportunities in related fields of public relations and the electronic media.

4. To serve students of all departments of the University with basic journalism courses needed to meet degree requirements.

5. To provide assistance to area media with advice and assistance in problems within the area of staff expertise.

6. To provide training in areas that meet needs of local residents, including non-credit courses.

7. To assist high school journalism instructors when requested.

1c. Public Relations Emphasis

1. To provide necessary knowledge and skills required for entry into the public relations vocation.

2. To prepare students in public relations with the knowledge required to successfully pursue a graduate degree in public relations.

3. To help prepare students of all departments of the University to gain knowledge of the public relations field as it relates to their particular area of study.

4. To provide assistance to area industry and civic organizations with advice and guidance in areas of public relations and publicity.

2. SPECIALIZED ACCREDITING ASSOCIATION

The Southern Arkansas University Mass Communication division is not governed by a specialized accrediting association.

3. SERVICE TO GENERAL EDUCATION AND OTHER PROGRAMS

Three (3) semester hours of Photography (MCOM 2013) is required for Bachelor of Arts degrees in Art.

Other disciplines using related courses as electives include:

Recreation and Community Service

Basic News Writing (JOUR 2003)
Photography (MCOM 2013)

Education

Three (3) semester hours of Introduction to Mass Media (MCOM 1003) is required in Speech as a supporting field.

Six (6) semester hours of Journalism are required for Journalism endorsement.

Twenty-four (24) semester hours of Journalism are required for Journalism education as a supporting field.

4. STUDENT POST-BACCALAUREATE ACTIVITIES

4a. Advanced Study of Department Graduates

There have been sixty-six (66) graduates in the SAU Mass Communication B.A. program from May 1989 to August 1993. Of this number, eleven (11) have entered graduate programs and three (3) have entered theological seminaries. Below is a listing of some graduates and their current activities.

1989

Timothy Edwards (Public Relations)
Instructor of Print Journalism
University of Arkansas at Little Rock
Little Rock, Arkansas
(M.A., Arkansas State University, 1990)

Keith Harris (Broadcasting)
Reporter and Videographer
WLBT-TV (NBC)
Jackson, Mississippi

Brandt Heisner (Broadcasting)
Operations Manager
KLBQ-FM
El Dorado, Arkansas

Patricia Johnson (Broadcasting)
Film Production Assistant
Hollywood, California
(M.A., Northeast Louisiana University, 1991)

Bruce Ludlow (Journalism)
Sports Information Director
Northwestern State University
Natchitoches, Louisiana

1990

Charles Ambrose (Broadcasting)
Assistant Program Director
KISQ-FM
El Dorado, Arkansas

Kevin Harris (Broadcasting)
Seminary Student
Jacksonville Baptist Seminary
Jacksonville, Texas

1991

Ellen Blough (Broadcasting)
Account Executive
WAPT-TV (ABC)
Jackson, Mississippi

Rosa Jones (Journalism)
Graduate Student
University of Arkansas
Fayetteville, Arkansas

Eric Mann (Public Relations)
Publicity Specialist and Recruiter
SouthArk Community College
El Dorado, Arkansas
(M.A., Northeast Louisiana University, 1993)

1992

John Hendricks (Broadcasting)
Graduate Student
University of Arkansas at Little Rock
Little Rock, Arkansas

Brad Lane (Broadcasting)
Operations Manager
KAHZ-AM
Hurst, Texas

Charles Pearce (Broadcasting)
Videographer and Producer
Cable Time Television
Springdale, Arkansas

1993

Amanda Anderson-Durham (Broadcasting)
Communications Director
Hope Medical Services
Hope, Arkansas

Gary Brown (Broadcasting)
Photographer
Dillard's
Texarkana, Texas

John Henderson (Broadcasting)
ENG Supervisor and Control Room Director
KVTN-TV (Ind.)
Little Rock, Arkansas

For a supplemental listing of graduates in the SAU Mass Communication B.A. program and their post-graduate activities, see **Appendix A.**

5. PROVISIONS FOR SOCIAL, CULTURAL AND ECONOMIC NEEDS OF THE STUDENT AND THE STATE

The Mass Communication division in the Department of Theatre and Communication serves the cultural needs of the student in several ways:

Carrier current radio station KSAU-AM plays Top 40 music fourteen hours a day, five days a week during the school year. One or two dances each year are sponsored by the station, fostering social interaction between the sexes and races.

Economic needs of some students are also met by the radio station. Those interested in broadcasting may work as air

personalities or management, compensated through work study or regular funds. Any student has the opportunity to perform professional work heard by an audience of peers. Job opportunities are available to all SAU students, not only those who are mass communication majors.

Each course in the unit is taught in such a way that interpersonal communication among all students is encouraged and valued. Social needs of students are also examined by advanced students producing news projects seen on KTVE-TV (NBC) in Monroe, Louisiana. Stories have included the parking situation on campus, the food service and unique needs of disabled students attending SAU. These stories and others have been seen by thousands of viewers in Arkansas, Louisiana, and Mississippi.

The Photography section of the Mass Communication unit serves the cultural needs of students and residents of the area by providing a broadened view of photographic art. Students learn to recognize and produce art in a personal manner, and area viewers are afforded the opportunity to see displays of locally, nationally, and internationally produced photographs. Students can gain the requisite skills to earn outside income from working in part-time and free-lance photographic jobs.

Students in writing classes gain an increased understanding of the many facets of life in the Ark-La-Tex area: Feature Writing exposes them to unusual occupations, avocations and personalities. Advanced writing courses do much to enhance the local level. Study of legislative and administrative professional journalists, including coverage of area governmental organizations, give students an advantage in understanding and appreciating the American way of life.

The Theatre Department has the endowed Joe D. and Deane Reid Woodward Visiting Artist Series which brings artists to the campus for workshop sessions, lectures, master classes, demonstrations, or performances. These annual visits enrich and benefit all students in the department.

Work for student publications not only provides a means of financing a student's education, it offers a social, entertainment and recreational source, with activities both on and off campus. Because of the attempt to provide a professional work atmosphere in student publications, students learn skills that can be transferred to the market place and will help them earn a spot in the industry.

Field trips to commercial publishing businesses and classroom visits by professionals currently working in media fields add to the knowledge and understanding of what can be expected upon graduation and help students plan their course of study.

6. GREATEST STRENGTHS OF THE MASS COMMUNICATION DIVISION OF THE DEPARTMENT OF THEATRE AND COMMUNICATION

The greatest strength of the Mass Communication unit is the basic concept that established the programs: regardless of the area of emphasis, students will receive through the core courses instruction in the other emphases. For example, students in print journalism will have knowledge of the electronic media that will enable them to accept jobs in that media; broadcast journalists will be introduced to print journalism giving them basic knowledge in that area; public relations students will be familiar will all media with which they may be working upon employment. This concept broadens student marketability upon graduation.

Another major strength of the unit is providing outlets for students to have their work produced outside the academic arena. During the last two years, SAU students have produced the following: several news reports broadcast on KTVE-TV, Channel 10, El Dorado/Monroe; news stories printed in the Magnolia Banner-News; informational video for the local United Way campaign; industrial and informational videos created for area industry and for Southern Arkansas University; and public relations, promotion, and publicity for both the SAU Theatre and the Department of Theatre and Communication.

DEDICATION OF THE MASS COMMUNICATION DIVISION OF THE DEPARTMENT OF THEATRE AND COMMUNICATION DEPARTMENT FACULTY TO TEACHING

Each member of the faculty of the Mass Communication division is a dedicated teacher with a primary emphasis on communicating the knowledge and skills necessary to prepare students for employment in the mass media and to take their places as productive members of society. The faculty is committed to the task of offering its students as many opportunities as possible to gain the knowledge, information, and experiences in broadcasting, journalism, or public relations that will best qualify them to be successful in their future professional endeavors.

THE FACULTY ARE TEACHERS/SCHOLARS

Departmental faculty members have remained active in their respective fields of scholarship.

Mr. James E. Reppert has an excellent record of reviews, publications, conference papers, and seminar attendance. He continues to actively seek out new technologies and techniques in the electronic media.

Mr. James L. Marvin has more than 30 years of professional experience in newswriting and photography. His extensive writing and administrative background is invaluable to students seeking a career in print journalism or photography.

Dr. Jerry V. Cortez has been active in broadcasting for 30 years and hosts a weekly program on KVMA-FM. He developed the broadcasting and print journalism emphases when the Department of Theatre and Communication was originally formed.

These various scholarly activities on the part of the Mass Communication faculty enable them to keep students current regarding the latest developments occurring in their respective fields.

DIVERSITY OF FACULTY

The faculty of the Mass Communication unit consists of two full-time and one part-time faculty members, each with professional and academic qualifications in their area of expertise.

Mr. James E. Reppert holds an M.A. in Communication Studies from the University of Nevada, Las Vegas. He is currently an Ed.D. student majoring in Supervision, Curriculum and Instruction at East Texas State University. Mr. Reppert has many years of experience in the electronic media, and has been recognized for his expertise by being competitively selected for participation in three national media-related faculty/industry seminars since 1989.

Mr. James L. Marvin holds an M.A. in English (Professional Writing) from Western Washington University. He has been an owner, editor and publisher of six community newspapers in Washington and Oregon. Before joining the SAU Mass Communication faculty, he served as an instructor at Clemson University, where he also advised the student newspaper.

Dr. Jerry V. Cortez holds a Ph.D. in Theatre and Speech from the University of Illinois. He has worked in radio for the past three decades. He teaches two upper-division broadcasting courses and brings strong organizational skills to the Mass Communication division.

FACULTY/STUDENT INTERACTION

The Southern Arkansas University Mass Communication division has many strengths, which include the interaction between students and faculty. Program size allows for optimum student/faculty interaction both in and out of the classroom. In advanced courses, where students are given specific knowledge related to their respective careers, small classes allow for one-to-one relationships.

Broadcasting students receive extensive hands-on experience, which combined with solid underpinning of theoretical knowledge in the field, makes for a well-rounded education. Students are required to write a minimum of three papers in all courses, enabling them to gain a deeper perspective of their field while adding scholarly contributions to their lists of accomplishments.

They are also taught to be critical analysts of mass media, while at the same time learning techniques which will foster their success in the job market. They are encouraged to examine graduate schools specializing in mass media for potential broadcast or teaching careers.

In Journalism and Public Relations, students are encouraged to work with the faculty on an individual basis to strengthen their skills. Outside of the classroom, the faculty maintain an open door policy and welcome students at all times. The faculty spend a large portion of their day conversing and interacting with students.

COURSE CONTENT

The faculty of the Mass Communication division takes very seriously its responsibility to keep students abreast of recent developments taking place in the field. Course content is frequently updated as the faculty deems necessary to reflect changes in broadcasting, print journalism and public relations. The faculty keep current with changes in technology, theory, equipment and related areas.

For course syllabi see **Appendix E.**

ADMINISTRATIVE ASSISTANCE

The Mass Communication faculty feel that the support given by the Chair of the Theatre and Communication Department allows them to have adequate clerical support and monies for supplies. Travel money has been given freely on a need basis. Equipment monies have been given, as available, on a frequent basis by the Dean of the School of Liberal and Performing Arts. Administrative support has also been shown by placing Mr. James Reppert on the planning committee for the proposed Business/Agribusiness building for his expertise in telecommunications. The faculty feel that the administration has supported the unit both academically and financially.

7. **GREATEST WEAKNESS OF THE MASS COMMUNICATION DIVISION OF THE DEPARTMENT OF THEATRE AND COMMUNICATION**

The Mass Communication faculty feel that the greatest weaknesses of the division are in the following areas: physical facilities, faculty overload, library holdings, and equipment funds.

PHYSICAL FACILITIES

The broadcast faculty feel that a quality television studio for studio projects is needed. The SAU Media Center facility currently used for television studio work needs updating. This problem was to have been rectified with a studio complex in the new SAU Business/Agribusiness building. At this point, funding for specialized equipment has not been allocated, even though construction of the building was concluded in 1993.

The Journalism and Public Relations faculty feel that two areas need to be addressed: photography and journalism labs. Photography darkroom facilities are currently limited with only three (3) enlarger stations to serve about eighteen (18) students per session. The darkroom problem will be solved when photography facilities in the new Art Building are completed. Housed in the Art Building will be darkroom facilities with approximately twelve (12) black and white enlarger stations and a separate color laboratory.

While evaluating our Journalism program in the past, the department has identified a definite weakness in that writing assignments were not being done on computers nor were computer facilities being adequately utilized. In hiring a new faculty

member, the department chose the best available person to remedy this inadequacy. Mr. James Marvin is actively involved in upgrading student use of computers and related facilities. In the immediate future, there will be increased access for journalism students in available computer facilities of the university. A departmental short-term goal is to have a dedicated computer lab in which to teach state-of-the-art desktop journalism. This would permit students to simulate deadlines in the real world environment of a newsroom.

FACULTY LOAD

The Mass Communication faculty teaching load is twelve hours per semester, which is standard for each faculty member at Southern Arkansas University. In addition, however, each faculty member usually teaches at least one directed study, project, or internship per semester. Mr. James Reppert serves as faculty advisor to KSAU-AM, the university carrier current radio station, and Mr. James Marvin is faculty advisor to The Bray, the campus newspaper. At some institutions, student media advisors are granted course load reductions for such activities. Southern Arkansas University grants no academic instructional released time for individualized directed study or internships.

LIBRARY HOLDINGS

Efforts must be made by the faculty to increase library holdings to increase the amount of current information available to students. There is also a need to insure that video holdings are adequate for student research. The administration has provided adequate financial support for library holdings. However, in the past the department has elected to place more emphasis on updating equipment and facilities. In the immediate future, the department will place additional emphasis on increasing library mass communication holdings.

FINANCIAL ASSISTANCE

The Mass Communication faculty recognizes that finances are limited at all institutions of higher education in Arkansas. Adequate assistance for equipment to support instructional efforts is an important component of departmental growth. Within the past three years, the division has received an ample share (more than $40,000) of institutional funds released for assorted broadcast and print media equipment.

8. FACULTY AND FACILITIES

8a. Faculty Member Qualifications

(Degrees and Granting Institutions)

Mr. James E. Reppert - Assistant Professor

M.A. - Communication Studies / University of Nevada, Las Vegas, Las Vegas, Nevada

B.U.S. - University Studies / North Dakota State University, Fargo, North Dakota

Mr. James L. Marvin - Instructor

M.A. - English (Professional Writing) / Western Washington University, Bellingham, Washington

B.A. - Journalism / Baker College, Baldwin, Kansas

Dr. Jerry V. Cortez - Professor

Ph.D. - Theatre and Speech / University of Illinois, Urbana-Champaign, Illinois

M.A. - Speech and Drama / University of Arkansas, Fayetteville, Arkansas

B.A. - Speech and Drama / Nicholls State University, Thibodaux, Louisiana

LENGTH OF SERVICE AT SOUTHERN ARKANSAS UNIVERSITY

Mr. James E. Reppert - 7 years

Mr. James L. Marvin - 1 year

Dr. Jerry V. Cortez - 29 years

COURSES TAUGHT DURING THE PAST ACADEMIC YEAR

Mr. James L. Marvin:

Advanced News Reporting

Public Affairs Reporting
Feature Writing
Basic News Writing
Publicity, Media, and Campaigns
Editing and Editorial Writing
Design I - Newspaper
Principles of Public Relations
Basic Photography
Photojournalism
Advanced Black and White Photography

Mr. James E. Reppert:

Introduction to Mass Media
Radio Production
Advanced Radio Production
Television Production
Radio and Television Announcing
Broadcast Journalism
Electronic News Gathering
Advanced Electronic News Gathering
Senior Research Project
Principles of Speech

Dr. Jerry V. Cortez:

Media Law and Ethics
Mass Media Internship
Project in Broadcasting

SCHOLARLY AND PUBLIC SERVICE ACTIVITY

The faculty of the SAU Mass Communication division agree that its scholarly activities and research efforts should be channeled toward maintaining professional proficiency in communication fields, and imparting to students current knowledge and skills utilizing contemporary equipment and techniques. All faculty are active in their respective areas of expertise, serving in consultant capacities to local industry and civic organizations.

For information concerning Scholarly and Public Service Activities, see **Appendix B.**

8b. Full-Time Faculty Members

There are two full-time faculty members and one part-time faculty member in the Mass Communication division of the

Department of Theatre and Communication. Full-time faculty have a teaching load of twelve (12) hours each a week, and the part-time faculty member has a teaching load of three (3) hours a week.

8c. Facilities

The Mass Communication division is housed primarily in Overstreet Hall with offices on the second floor and classroom space on the first floor. The two full-time division faculty are housed in comfortable offices of approximately 150 square feet each. The faculty and department secretary have access to computers and printers in their offices, with capabilities such as Word Perfect 5.1 and Windows 3.0.

The Broadcasting sequence utilizes classroom space in both Overstreet Hall and Magale Library. There are two post-production videotape editing facilities: one is located in Overstreet 232 (Super-VHS) and the other is in Overstreet 121 (VHS). Each editing room contains approximately 130 square feet. In addition to the editing rooms, the sequence uses the KSAU-AM radio station facilities, located in Overstreet 220. It was sectioned off in 1982 into a control room (100 square feet), a production room (90 square feet), and a large utility area (325 square feet) which is used for studio work and classroom space. Also available to the sequence is a television studio in Magale Library, equipped with two cameras, a character generator, and related professional television equipment.

The Journalism and Public Relations section has access to classroom space in Overstreet Hall (rooms 120 and 122) and Wilson Hall, primarily room 208 which has approximately 300 square feet with an attached laboratory area containing three darkrooms (approximately 24 square feet each) equipped with enlargers. Occasionally, writing classes are held in classrooms in Peace Hall which are equipped with computers, or in the computer lab in Wilson Hall. At times, the college newspaper work space in Wilson Hall is used as a laboratory for Journalism students.

8d. Clerical Support

Clerical support is provided by student secretaries and assistants under college work-study and SAU regular work budgets. The Mass Communication division of the Department of Theatre and Communication has $3,825.00 of work-study funds and $1,275.00 regular work monies budgeted for the

current fiscal year. It makes available approximately thirty (30) hours per week in student clerical labor for forty-two (42) weeks of the academic year.

All student workers at SAU are required to complete a lengthy financial aid assessment form. Those who qualify, either through limited or parental personal income, are approved for the federally supported work-study program. Those who do not qualify for work-study may be hired and paid with regular student work funds. These monies are limited as they are totally funded by Southern Arkansas University.

8e. Equipment

(Broadcasting / Electronic News Gathering)

1 Panasonic Super-VHS video editing system
1 JVC VHS video editing system
1 Panasonic Special Effects Switcher
3 Panasonic Super-VHS camcorders
2 Panasonic VHS camcorders
2 Panasonic Super-VHS television monitors
1 Sony B/W television monitor (VHS system)
1 Emerson television monitor (VHS system)
1 Panasonic Time Base Corrector (Super-VHS system)
3 Smith-Victor 100-watt portable video lights
4 Vivitar V-5000 video tripods
3 Vivitar Telescopic Video Microphones
2 Sima Wireless Video Microphones and Receivers
2 Sima Shotgun Video Microphones
5 Panasonic Camcorder Battery Chargers
2 Kiwi armored bags for wireless microphones
2 Koss headphones for video editing
1 Sennheiser headphone for video editing
1 Panasonic mini character generator
1 Realistic VHS video effects switcher
1 Pioneer stereo cassette deck
10 Panasonic and Ambico camcorder batteries

(Broadcasting / Video in the Classroom)

2 Panasonic 19 inch television monitors
3 Panasonic VHS video cassette recorders

(Broadcasting / Media Center)

2 Sony studio cameras
1 Lighting grid with assorted lights

1 Panasonic special effects switcher
2 Panasonic control room TV monitors
3 Panasonic black & white control room TV monitors
1 Knox character generator
1 Shure audio mixer
1 Film chain/multiplexer
3 Headphones (cameras/control room)
2 Sony lavalier microphones
1 Sony 3/4 inch video cassette recorder
1 Panasonic VHS video cassette recorder
1 satellite system/dish

(Broadcasting / KSAU-AM Radio Station)

1 Autogram audio control board
1 Tascam stereo bi-directional dual cassette deck
2 Russco turntables
3 assorted stereo speakers for control room and office
1 LPB audio compressor/limiter
1 LPB distribution amplifier
1 Revox reel-to-reel stereo tape recorder
1 Broadcast Electronics cart machine player
1 "On Air" light
1 light for incoming control room telephone calls
1 record library
1 telephone answering machine in KSAU office
1 control room clock
2 Fidelipac audio tape erasers
1 IBM Selectric typewriter
2 Sennheiser microphones
1 TEAC audio production mixer
1 TEAC multi-track reel-to-reel stereo tape recorder
1 rack mount
1 Realistic compact disc player
1 ADC stereo frequency equalizer
1 Onkyo stereo cassette deck
1 Technics AM/FM stereo receiver
1 Master Room reverberation amplifier
1 Pioneer reverberation amplifier
1 Pioneer RG Dynamic Processor
2 Klipsch stereo speakers for audio production room
1 TEAC RX-9 DBX unit
1 ESE digital timer
1 Spotmaster cart recorder
2 Spotmaster cart recorder
2 Technics quartz turntables
2 microphone stands
1 compact disc production library (15 discs total)

1 sound effects library
70 new carts (combination of 40-sound, 70-second, 100-second, and 2 1/2 minutes)

(Journalism / <u>The Bray</u>)

2 Swintec 4040 electronic typewriters
2 General Electric automatic voice activated recorders
3 Sony voice operated recorders
2 Zenith data systems computers each with Pagemaker and Wordperfect 5.0
1 Microtek MSF-300C Image Scanner
1 Texas Instruments Omnilaser 2108 Printer
1 Data Transfer Switch
1 Artwaxer
5 Light tables
1 Beseler dichro 675 photo enlarger
1 GRALAB 500 switch board for enlarger
1 Testrite Instrument Co., Inc. magnetic copyboard and photo easel
1 ByChrome vacuum easel
1 ByChrome vacuum
1 Bestwell optical and instrument enlarger
1 GRALAB timer
1 Kodak CAT 152 1475 dark light
1 Kodak Polycontrast II filter set
1 Premier 4-in-1 easel
1 Bogen Proof Printer
1 Paterson Super System 4 Film Developing Tank-small
1 Photax developing tank
2 Paterson Super System 4 Film Developing Tanks-large
1 Daylight-Lloyd's Bulk film winder
1 Vivitar SB-4 Power supply only photoflash
1 Focal DA-200S-M electronic Flash
1 Vivitar 1 Macro Focusing Zoom lens
1 Mark-time photographic switch with luminescent dial
2 Kodak safelights
1 Alden 74 35MM bulk film daylight loader
1 Volk artfile

8f. Program Curriculum and Course Content (Syllabi)

Requirements for a Mass Communication/Broadcasting, Mass Communication/Journalism, and Mass Communication/Public Relations major or minor are listed in the 1993-1995 university catalog are as follows:

Bachelor of Arts Degree in Mass Communication Core

MCOM 1003	Introduction to Mass Media
SPCH 1113	Principles of Speech
JOUR 2003	Basic News Writing
JOUR 2203	Advanced News Reporting
MCOM 2013	Basic Photography
BRCT 2003	Radio Production
BRCT 2103	Television Production
MCOM 4003	Media Law and Ethics

With emphasis in Broadcasting

Hours	Requirements
46	General Education
6-14	Foreign Language (6 hours above freshmen level)
24	Mass Communication Core
3	Chosen from Broadcasting 3013 or Mass Communication 3023
3	Chosen from Theatre 2633 or Speech 3353
3	Broadcasting 2033
3	Chosen from Theatre 2613 or 3613
15	Chosen from Broadcasting 3013, 3103, 4003, 4103, Mass Communication 4023
13-21	Minor and electives in liberal arts and other areas approved by the advisor
Total	124

With emphasis in Journalism

Hours	Requirements
46	General Education (Psychology 2003 and Sociology 2003 required)
6-14	Foreign Language (6 hours above freshman level)
24	Mass Communication Core
18	Journalism 2103, 2203, 3003, 3203, 4023: Mass Communication 3023
6	Chosen from Journalism 3103, 4013, 4033; Mass Communication 4023
3	Chosen from Economics 2003; Political Science 2013, 4033; History 4323
13-21	Minor and electives in liberal arts or other areas approved by the advisor
Total	124

With emphasis in Public Relations

Hours	Requirements
46	General Education (Psychology 2003 and Sociology 2003 required)
6-14	Foreign Language (6 hours above freshman level)
24	Mass Communication Core
3	Art 2003 or 2033
3	Broadcasting 2033
18	Journalism 2103, 3003, 3103, 3203, 4013, 4033; Mass Communication 3023
3	Chosen from Journalism 4023, 4033; Mass Communication 4023 or 4033
3	Chosen from Broadcasting 4003, 3013
10-18	Minor and electives in liberal arts or other areas approved by the advisor
Total	124

Requirements for a Minor with a Broadcasting emphasis

Hours	Requirements
3	Mass Communication 1003
6	Broadcasting 2003, 2103
9	Chosen from Broadcasting 3013, 3023, 3103, 4003, 4103, 4003
Total	18

Requirements for a Minor with a Journalism emphasis

Hours	Requirements
6	Journalism 2003, 2203
3	Mass Communication 2013
9	Chosen from Journalism 3003, 3103, 3203, 4023, 4033; Mass Communication 3023
Total	18

Requirements for a Minor with a Public Relations emphasis

Hours	Requirements
6	Journalism 2003; Mass Communication 2013
12	Chosen from Journalism 2103, 3003, 3103, 3203, 4013, 4033
Total	18

Broadcasting Courses (BRCT)

BRCT 2003	Radio Production
BRCT 2033	Radio and Television Announcing
BRCT 2103	Television Production
BRCT 3013	Electronic News Gathering
BRCT 3023	Advanced Radio Production
BRCT 3103	Broadcast Journalism
BRCT 4003	Advanced Electronic News Gathering
BRCT 4103	Broadcast Sales and Management
BRCT 4903	Senior Research Project

Journalism Courses (JOUR)

JOUR 2003	Basic News Writing
JOUR 2103	Design I - Newspaper
JOUR 2203	Advanced News Reporting
JOUR 3003	Feature Writing
JOUR 3103	Principles of Public Relations
JOUR 3203	Design II - Magazine
JOUR 4013	Publicity Media and Campaigns
JOUR 4023	Editing and Editorial Writing
JOUR 4033	Methods of Specialized News Reporting
JOUR 4906	Journalism Methods

Mass Communication Courses (MCOM)

MCOM 1003	Introduction to Mass Media
MCOM 2013	Basic Photography
MCOM 3023	Photojournalism
MCOM 4003	Media Law and Ethics
MCOM 4013	Advanced Black and White Photography
MCOM 4023	Mass Media Internship I
MCOM 4033	Mass Media Internship II
MCOM 4043	Color Photography

For a curriculum guide, see **Appendix C.**

8g. Library Holdings

Library holdings in the field of Mass Communication consist of approximately six hundred and forty-eight (648) volumes, and eighteen (18) periodicals covering journalism, broadcasting, and photography. Of these, there are five (5) volumes in the Arkansas collection and twenty-three (23) in the reference section.

8g. Graduate Student Stipends and Undergraduate Student Scholarship

No graduate program in Mass Communication is offered at Southern Arkansas University.

No undergraduate scholarships are specifically designated for the Mass Communication division. However, the Department of Theatre and Communication does award one academic scholarship each year to a junior or senior major.

9. PLANNED IMPROVEMENTS

9a. Faculty Member Qualifications

The Mass Communication division urges its faculty to complete a terminal degree in their specialty. Continued emphasis will be placed on areas of concentration relating to their respective teaching responsibilities.

9b. Full-Time Faculty Members

Future plans for the Mass Communication division include adding an additional adjunct faculty member with qualifications to teach both basic Journalism and Broadcasting courses. An additional faculty member will allow the division to continue to offer quality instruction to students, give students an additional point of view regarding Mass Communication, and allow release time for full-time faculty involved in advising campus media outlets.

9c. Facilities

The Mass Communication division plans additional facilities for use by faculty and students. One plan involves building a fully-equipped television studio to teach production work and produce news and features for distribution to regional cable systems and network television affiliates. The new SAU Business/Agribusiness building will eventually contain a telecommunications area available to the Mass Communication division. Carrier current radio station KSAU-AM will become strictly a broadcast lab where students can produce introductory and advanced audio projects.

The Journalism division needs facilities that will closely simulate a newsroom setting, using VDT composition with computers dedicated to the task, including remote call-up and editing. Also needed is an updated photography facility to train students in a marketable skill. The new Art building should provide the necessary photography facilities. Plans include several darkrooms with equipment, some of which shall have color processing capabilities.

9d. Library Holdings

The Mass Communication division of the Department of Theatre and Communication, in cooperation with the SAU School of Liberal and Performing Arts, plans to increase its holdings in the range of 20 percent in each of the next three years. This action will allow the department to educate students for the future and whichever endeavors they wish to pursue.

9e. Graduate Student Stipends and Undergraduate Student Scholarship

An effort is underway to increase departmental scholarships to aid in recruitment and retention of the best students in this region. Two scholarships per section (Broadcasting, Journalism and Public Relations) are desirable at this time, making a total of six (6) per year at a cost of approximately $7,200.00 a year. One source of scholarship monies will be alumni, who will be encouraged to endow scholarships for the division. SAU has no graduate program in Mass Communication. As a result, no graduate student stipends are available.

10a. Planned Improvements in Broadcasting

To increase the number of majors by 20% by 1997, in part by instituting university or departmental scholarships.

1. Add 1/2 time faculty to be shared with Journalism/ Public Relations area to teach introductory courses.

2. Continue improving marketing and recruiting efforts by distributing SAU programs to regional radio and television markets.

Keep current in electronic news gathering and television production technologies.

1. Add 3/4 inch video recorder and television monitor for use in SAU television news stories.

2. Allocate more funds to broadcast faculty for equipment maintenance and purchase of replacement items.

10b. Planned Improvements in Journalism and Public Relations

Have facilities that will closely simulate newsroom setting, using VDT composition with computers dedicated to the task, including remote call-up and editing.

1. To add a degree of credibility to the field a Journalism writing lab will be required.

2. Increase use of currently available computer facilities to give students more practical writing experience.

3. Work with graphics arts area of Art Department to add courses to PR curriculum.

4. Add additional staff (1/2 full-time) to teach additional courses.

To build a credible photography area to train students in a marketable skill. Increase offerings as demand increases and possibly offer a major in Photography.

11. CRITERIA FOR GRANTING TENURE

Southern Arkansas University subscribes to the principles of the 1940 statement of the American Association of University Professors and interpretation of policies relative to academic freedom and tenure, with subsequent revisions, as well as to the principles expressed by the November 17, 1970 statement of the American Associations of State Colleges and Universities.

Upon initial appointment an employee enters a non-tenured or tenured track and all contracts to faculty personnel are clearly identified in this regard. No less than 80 percent of the teaching positions will be on the tenured track.

Tenure will be based upon merit as a teacher and a scholar, rather than upon an arbitrary numbers of years at the institution. The period for earning tenure will be stated in writing during contract negotiation. After the expiration of a probationary period, full-time teachers or investigators should be terminated only for adequate cause, except in the case of retirement, or under extraordinary circumstance because of financial exigencies.

Minimum probationary periods (pre-tenurial)

Professor	1 year
Associate Professor	2 years
Assistant Professor	3 years
Instructor	4 years

During the probationary period, notice of non-appointment or of intention not to recommend reappointment to the Board of Trustees will be given in accordance with the following standards:

(a) Not later than March 1 or the first year of academic service.

(b) Not later than December 15 of the second year of academic service.

(c) At least twelve (12) months before the expiration of an appointment after two or more years of service to the university.

A faculty member seeking tenure and/or promotion must initiate the process by submitting an application and supporting materials to the department chair. The applications with their supporting documents progress through the following reviews:

Department Chair
School Tenure and Promotion Council
Dean of the School
University Council
Vice President of Academic Affairs
President

Each review body will submit its ranked recommendation to the next reviewing body. These recommendations are based on the following criteria:

(a) Teaching Effectiveness
(b) Scholarly or Creative Achievement
(c) Continuing Preparation and Study
(d) Contributions to Student Growth and Development
(e) Service to the University and Community

11b. Tenure and Promotion

A complete description of the tenure and promotion process from the current Faculty Handbook is in **Appendix D.**

Application forms and appropriate deadline schedules for the various stages and progressions may be obtained from the SAU Vice President of Academic Affairs.

12. STANDARDIZED TEST RESULTS

Entering freshmen are required to take the ACT battery of tests and the ACT student profile is made available to all advisors when helping students during registration. The cutoff scores used in assigning students to remedial courses in reading, English, and math comply with the standards set by the State of Arkansas.

In general, students who score below 19 on the enhanced ACT or 17 on the old composite, English, or math section will be assigned to remedial courses. The credit assigned to these courses does not apply toward graduation. A copy of the form used by advisors in advising students is in **Appendix F.**

An exit test is not required in Mass Communication for the Bachelor of Art degree unless the student requests the GRE for entrance to graduate school. The minimum score of 642 is required for the professional knowledge area and a minimum score of 450 for the Mass Communication area.

13. GRADUATES WITH FIELD-RELATED JOBS

SAU students have had good success in obtaining employment in related fields. Much of the success in placement depends upon the willingness of graduates to relocate. If a student is unwilling to pursue a career in the geographical areas where the opportunities are, then his or her chance of employment is greatly reduced.

See **Appendix A and pages 4-6 of this narrative** for listings of graduates and their careers.

14. INSTRUCTIONAL DATA AND PROGRAM COST FIGURES

14a. Instructional Variables

(1) Full-Time Equivalent Faculty Load

The number of credit hours of mass communication generated during each of the past four semesters:

Semester	Number of Semester Hours Taught
Fall 1992	30
Spring 1993	33
Fall 1993	27
Spring 1994	40
Average per Semester	32.5

Considering 12 semester hours per semester to be a full load, the Mass Communication unit of the Department of Theatre and Communication has an average Full-Time Equivalent (FTE) load per semester of 2.71. Each semester a part-time faculty or an adjunct has carried at least 1/4 time load. The time spent on creative activities, student advising, public service and administration is not included.

(2) Student Semester Credit Hours

The Mass Communication division of the Department of Theatre and Communication generated the following student semester credit hours during the past four semesters:

Semester	Lower D.	Upper D.	Total
Fall 1992	90	132	222
Spring 1993	174	153	327
Fall 1993	255	90	345
Spring 1994	204	192	396
Semester Avg.	180.8	141.8	322.6

(3) Percent of Time Assigned to Duty Area

The faculty of the Mass Communication division have teaching assignments which consist of a 12-hour load per semester. Mr. James Reppert teaches one section of Principles of Speech each semester (SPCH 1113).

14b. Budget Expenditures

(1) Three-year Budget Expenditures

Following are the three-year budget projections for the selected budget lines:

Budget Line	1994-95	1995-96	1996-97
Travel	$ 275.00	1,100.00	950.00
*Supplies	4,538.00	5,031.57	6,156.56
Equipment	0.00	1,761.22	0.00

*No specific dollar figure on Mass Communication unit expenditures are listed since there is no specific line item for any university unit. The last three (3) years the university has made available state-allocated equipment funds of approximately $40,000.00. This funding was used to purchase a Super-VHS video editing system, camcorders, video cassette recorders, 35 millimeter cameras and a Zenith computer system with printer. The Chair of the Department of Theatre and Communication is in charge of apportioning funds.

There is a separate line item for theatre production expenses. Travel expenditures are approximate dollar figures incurred by the Mass Communication division.

(2) Expected Budget Expenditures for 1994-1995

(a) Faculty Salaries Attributable to Program

The expenditures for faculty salaries in the Mass Communication division for fiscal year 1994-95 are expected to be $63,550.00 (9-month contracts). In addition, approximately $3,250.00 will be available for adjunct salaries. Summer compensation is five percent of a faculty member's base salary for each course taught.

(b) Salary for Program Administrator: None

(c)	Clerical Salaries:	Work-Study	$3,825.00
		Regular	1,275.00
(d)	Supplies and Services:		3,947.00

15. SELF-STUDY COMMITTEE

The Mass Communication Self-Study Committee consisted of the following member of the Southern Arkansas University Department of Theatre and Communication:

James E. Reppert, Assistant Professor of Mass Communication and Director of the Broadcast Journalism Emphasis